

THE ELBA CLIPPER

Published Every Thursday Morning

Established June 17th, 1897.

RENZO C. BRYAN, Editor & Owner.

SUBSCRIPTION PRICE

One Year.....\$1.50

Six Months......75

CASH IN ADVANCE.

All names go off mail list at expiration of subscription.

Entered as second class matter July 18, 1905, at the Postoffice at Elba, Alabama, under Act of Congress of March 3, 1879.

ADVERTISING

III

Last week we dealt with cooperation between merchant and advertiser. In this week we are going to take up the preparation of copy. This is being written from the printer's viewpoint, that is, the practical printer, and will point out why neat copy, legible copy, and copy sent in early will help to attain the results you desire in advertising.

In the first place every paper has a "deadline," that is, an hour set which will give time for the paper to be out on schedule. That deadline is sacred to the mechanics. Advertiser frequently contract the limit of waiting until the very last minute before sending in their copy, and in doing so work a hardship on the whole force. The average printer is a temperamental case, and if forced to rush, (necessity is gone to turn out shoddy work. Whereas, being temperamental, he naturally is an artist, and if given sufficient time will turn out a product that is a source of pride to him, and a source of joy to the advertiser.

Anyone knows that a subject well treated, with care given to spacing, to display, and to general effect, and position on the page, will produce more results than an ad hastily slung together, with just time to make the mails.

Another thing, if your copy reaches the composing room late the forms have been partly made up, and you will probably not get the desired position I would have otherwise.

Thus, with copy ready in plenty of time, you are more certain of two important things: namely, good position, and an ad well set.

You may say that all this talk about catering to the mechanical end, and perhaps it is only an incident, but it is a very important incident. Attention to detail cannot be said to be unimportant. The use of pictures, that is to say, cuts, and illustrations is another feature that should not be overlooked. Many an uninspiring ad can be changed into the highly inviting by the judicious use of appropriate illustrations.

The majority of small newspapers subscribe to an advertising service thus enabling you illustrated advertisements as you may desire.

Legibility of copy is an important detail, that is often overlooked. When copy that has been hastily prepared with no attention paid to display of layout, errors are more apt to occur. When copy comes in late, and they cannot be deciphered easily, the printer will sweat over it for a few minutes, and try to figure out what should be there, and if he makes a bad guess errors occur, and dissatisfaction is created all around. Printers are not mind readers, and even they cannot read any old thing that has been scribbled down, although they do have considerable practice in trying it.

Too much attention cannot be given to the preparation of your advertisement.

Next week we will give the fourth and last discussion on advertising as pertaining to advertising in small newspapers. The subject will be "Concentration," the third point stressed in our initial article.

NOTICE

Notice is hereby given that a petition for a parole for A. Winfield Mathews, who was convicted in Circuit Court of Coffee County in 1926, for violating the prohibition laws, and sentenced to the penitentiary of the state, will be presented before the State Board of Pardons on July 19th, 1928.

June 21, 1928.

J. A. MATHEWS

21-Pd.

TO PENSIONERS

The pension warrants are in my office and will be ready for delivery on July 2nd, which will be Monday. The first day being Sunday, none can be delivered before Monday, July 2nd. There is no provision of the law which allows Probate Judges to deliver their warrants ahead on the first day of the quarter. There has been some misunderstanding about this heretofore.

J. A. CARMLEY

Judge of Probate.

NOTICE

In Re: Estate of S. Donaldson, Deceased.

Letters testamentary were issued to the undersigned on May 25, 1928 by the Probate Court of Coffee County, Alabama. All persons having claims against said estate will file the same as and within the time prescribed by law or the same will be barred.

W. L. WISE.

LEGAL NOTICE

The Gillis Construction Company hereby gives Public Notice that it has completed the work called for under its contract with the State Highway Department of Alabama for constructing a Sand Clay Road between Samson and Opp, Alabama, project in Geneva, Coffee and Covington Counties, Alabama, that it has set in full for all labor materials, and supplies that have entered into the construction of said project.

The ninth day of July 1928, has been set by said State Highway Department for final settlement with all persons who claim any further pay for labor, materials or supplies that have entered into the construction of said project. Project are hereby notified to present their claims to the State Highway Department on or before said ninth day of July 1928, or failing to do so the State Highway Department will not further attempt to protect such persons in the collection of their claims.

GILLIS CONSTRUCTION CO., Contractor

State of Alabama, Coffee County, In the Probate Court.

Mrs. Willie Mae Atkins and Ocran Atkins, Executrix and Executor of the estate of J. L. Atkins, deceased, having appeared on this 14th day of May 1928, and filed their statement, accounts, vouchers and evidence, for a final settlement of their administration.

J. A. CARMLEY, Judge of Probate.

It is ordered by the court that the 16th day of July, 1928 be and it is hereby the day set on which to make such settlement, at which time all persons interested may appear and contest the said settlement if they think proper.

J. A. CARMLEY, Judge of Probate.

21-28-5.

NOTICE OF FINAL SETTLEMENT

In the Probate Court of Coffee County, Alabama.

On this 14th day of June, 1928, came Mrs. Mae Frank Bryan, administratrix of the estate of C. W. Bryan, deceased, and filed in this court her account and vouchers for a final settlement of said estate, and the 11th day of July, 1928, having been appointed by the Court for examining, auditing and stating same, notice is hereby given to all parties interested to appear on said day and contest the same, if they think proper.

J. A. CARMLEY, Judge of Probate.

21-28-5.

MONEY TO LEND

On Farm and City Property—7 to 33 years time.

Low Interest Rate, Reasonable Terms, Attractive

Contract. City loans made on monthly payment plan.

BALLARD BROS.

See Lawrence Ham



Over 80% of all who try them say they're best

Michelin Cost No More

38x1 1/2 \$8.70
38x1 1/2 \$10.70
38x1 1/2 \$9.45
28x4 1/2 \$9.45
All other sizes at proportionate prices

STAR AUTO COMPANY
PHONE 125 ELBA, ALABAMA

THE ELBA CLIPPER

THURSDAY, JUNE 21, 1928

NOTICE OF MORTGAGE SALE

Whereas on the 12th day of November, 1924, C. M. Henderson and wife, Dora E. Henderson, executed to Mrs. Kate F. Shepard their mortgage, which is recorded in the Probate Court at Elba, Alabama, in Mortgage Book No. 3, page 100, conveying the lands hereinafter set forth to secure an indebtedness; and

Whereas, default has been made on the payment of said debt and mortgage; Now, therefore, under and by virtue of the terms of said set forth in said mortgage, I will on Monday the 24th day of July, 1928, in foreclose of said mortgage, sell at public outcry to the highest bidder for cash in front of the Court House door in Elba, Alabama, within the legal hours of sale, for payment of said debt, interest, cost and attorney's fees, the following described real property in said mortgage, to-wit:

NW 1/4 of Section 28, Township 4, Range 10, Coffee County, Alabama, containing eighty acres, more or less.

Witness my hand this 14th day of May, 1928.

Mrs. Kate F. Shepard, Mortgagee, J. C. Fleming, Atty for Mortgagee.

14-21-28-5.

COW FOR SALE

One young milk cow with young calf for sale. Call at G. J. Birmahel, Elba, Route No. 3.

ORDER OF PUBLICATION

State of Alabama, Coffee County, in Circuit Court, in Equity.

Willie Weatherly, Complainant vs. J. G. Weatherly, Respondent.

In this cause it being made to the Court by the Complainant that the Defendant is a non-resident of Alabama, and that his postoffice address is unknown, and further that the belief of said affidavit, the Defendant is of the age of twenty-one years; it is therefore ordered by the Court that publication be made in The Elba Clipper a newspaper published in Elba, Alabama, Coffee County, once a week for three consecutive weeks, requiring him, the said J. G. Weatherly, to plead, answer or demur to the Bill of Complaint in this cause by the 30th day of June 1928, thirty days thereafter a decree will be given to all parties interested. Done at office in Elba, Ala. this 20th day of June, 1928.

W. T. LIVING, Register.

21-21-28-5.

666

Cures Chills and Fever, Intermittent, Remittent and Bilious

Fever due to Malaria.

It kills the germs.

DO YOUR EYES BOTHER YOU?

These are important matters. These are important matters. These are important matters.

Special attention will be given children with cross eyes, regardless of age. Proper attention in time will avoid permanent crossing of the eyes.

BRING YOUR CHILDREN FOR EXAMINATION.

Will be in Elba Second Monday in each Month.

Dr. S. A. Barson

—OPTOMETRIST—

Will be in my office at Montgomery, 404-6 First National Bank Building, every Friday and Saturday.

HALF-HEARTED Never Felt Well

"I don't see why women will drag around, in a half-hearted way, never feeling well, hardly able to drag, when Cardui might help put them on their feet, as it did me," says Mrs. Geo. S. Hunter, of Columbus, Ga.

"I suffered with dreadful pains in my sides. I had to go to bed and stay sometimes two weeks."

"I could not work, and just dragged around the house."

"I got very thin. I went from a hundred and twenty-five pounds down to less than a hundred."

"I sent to the store for Cardui, and before I had taken the first bottle I began to improve. My side hurt less, and I began to mend in health."

"Cardui gave me a fine tonic. I do not feel like the same person. I am well now, and still gaining."

For a lady by druggists, everywhere. Give it a trial.

Take CARDUI

USED BY WOMEN FOR OVER 50 YEARS

Elba, Alabama

RAINER MOTOR CO., Inc.

ELBA, ALABAMA

QUALITY AT LOW COST

FOR SALE.

I have the pure strain of the Nancy Hall potato slips for sale at 50c per hundred, or \$2.50 per thousand.

CHARLES LEE, Phone 168, Elba, Alabama.

Best Notes, Waive Notes, Short Mortgages, for sale at Elba office.

FARM LOANS.

For long time loans on farm land, at low interest, see

J. N. HAM, Elba, Ala.

The chief object of cultivation is to kill weeds and the best time to kill weeds is when they are very small.

1-5-4f Box 243, Troy, Ala.

FOR SALE—Baby Chickens.

from thorough bred carefully culled flocks, 12-14 birds, White Wyandottes, Leghorns. 15 cts. in lots of One Hundred to five Hundred. Special prices for larger lots. Book orders now for immediate and future delivery.

TROY HATCHERY.

1-5-4f Box 243, Troy, Ala.

RAINER MOTOR CO., Inc.

Elba, Alabama

ALL TIRES AND TUBES AT REDUCED PRICES

All Tires and Tubes named below are guaranteed except tires in middle column, a n d they are built to wear 3,000 to 15,000 miles.

28x1 1/2 Castings..... 7.50 8.45 1.15

28x1 1/2 Castings..... 13.00 15.50 1.70

32x1 1/2 to 34x1 1/2 Castings..... 19.15 22.80 2.10

36x1 1/2 Castings..... 12.00 14.00 1.65

28x1 1/2 Castings..... 12.70 15.00 1.50

28x1 1/2 Castings..... 12.00 14.00 1.65

Efficient Service..... Gas and Oil

QUICK SERVICE STATION

Elba, Alabama

THE COACH

\$585

Here are smoothness and power that make every mile at the wheel a pleasure—for the world-famous Chevrolet valves-in-head motor now incorporates scores of basic engineering advancements!

Here is beauty that wins the admiration of everyone—for the distinctive new Fisher bodies represent one of the greatest style triumphs ever achieved by Fisher body craftsmen!

Here is handling ease that never ceases to be a delight—for the worm-and-gear steering mechanism is fitted with ball bearings throughout! And here is riding comfort you never thought possible in a low-priced automobile!

priced car can now secure for his money!

Every Modern Feature of Advanced Design

Improved valve-in-head motor; 107-inch wheelbase; Non-locking 4-wheel brakes; Thermostat control cooling system; Invar-strut constant clearance pistons; Mush-mouth type valve tappets; Hydro-laminated camshaft gears; Crankcase breathing system; Ball bearing worm-and-gear steering; One-piece steel rear axle housing; Streamline bodies by Fisher; AC oil filter; AC air cleaner; Alemite pressure lubrication; Vacuum fuel feed; Delco-Kenney distributor ignition.

Yet this bigger, better and more beautiful car is offered at amazing low prices—the greatest dollar-for-dollar value in the industry. Come in and see for yourself what the buyer of a low-

price car can now secure for his money!

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MORTGAGE FORECLOSURE SALE

Whereas Sude M. Welch and husband Thomas D. Welch, did heretofore execute and deliver to A. G. King, their mortgage dated January 25, 1919, and recorded in Book 123, page 259 in the Probate Office of Coffee County, Alabama, in which record reference is here made for the contents thereof; and whereas default was made under the terms of said mortgage and such default continuing I did declare the entire principal debt together with the then earned interest to be immediately due and payable, and default being made therein and such default continuing notice is hereby given that acting under the power and authority given in said mortgage I will on Saturday the 28th day of July 1928 within the legal hours of sale, in front of the court house of Coffee County, Alabama, in the town of Elba, offer for sale and sell at public outcry to the highest bidder for cash the real estate and other property conveyed in said mortgage and which is located in said Coffee County, Alabama, and is described as follows, to-wit:

East half of northeast quarter of Section 21, Township 6, Range 21; east half of southeast quarter of Section 9, Township 6, Range 21, containing in the aggregate 160 acres,

Mr. and Mrs. Roy Ballard and their son, Harry, were guests of Mr. and Mrs. Ellis Donahoe in Opp Sunday.

FOR MAYOR

I hereby announce myself a candidate for Mayor of the Town of Elba, subject to the action of the Municipal primary. Your vote and influence will be appreciated.

W. M. TUCKER

(Paid Political adv by W. M. Tucker, Elba, Ala.)

FOR MAYOR

I hereby announce my candidacy for reelection to the office of Mayor of the Town of Elba, subject to the action of the Municipal primary. I will appreciate your vote and influence.

J. N. HAM

(Paid political adv by J. N. Ham, Elba, Alabama.)

more or less, together with all other property real or personal conveyed in said mortgage.

The proceeds derived from said sale shall be applied to the purpose and in the manner provided for in said mortgage.

A. G. KING 28-5-12-19

For details see W. T. LIVINGSTON, Elba, Alabama.

Mrs. I. C. Mosley an little daughter Bettie are starting relatives in Laverne and Montgomery.

Mr. and Mrs. Ralph Mayes and Ralph, Jr., of Akron, Ohio are the guests of Mrs. Mayes sisters, Mrs. J. W. English and Mrs. E. W. Taylor, and Mr. Mayes brother, Mr. J. C. Mayes this week.

Mrs. Lena Deffont of Opp was the guest of her sister, Mrs. Roy Ballard Tuesday.

JUST RECEIVED—Car load of Purina Chows for Mules, Cows, Hogs and Poultry Come get yours now. E. F. BLOCKER, The Store With the Checkerboard Front.

ORDER OF PUBLICATION

In Circuit Court, Elba, Alabama.

Mrs. Gussie Warrick, vs James J. Warrick.

You will take notice that Gussie Warrick has filed bill against you in this court, these are, therefore, to notify you to plead answer, or demurr to said bill within the time allowed by law or that its allegations will be taken as confessed.

This the 27th day of June, 1928.

W. T. LIVINGSTON, Register.

.. TIRE SALE ..

NOW! You can have new tires at Half Price.

30x3 1-2 \$3.75
29x4.40 \$4.75

30x3 1-2 Tubes . \$1.25 - 29x4.40 Tubes . \$1.65

Never before has such low prices been quoted on Cord Tires and Tubes. A full set at half price is the slogan of our tire sale. Obtain your requirements promptly before they are gone.

DORSEY BROTHERS

ELBA, ALABAMA
AUTHORIZED DEALER

Alabama Power Co.

Cumulative Preferred Stock

For July Investment

Investors seeking regularity of income, certainty of safety, combined with that important factor of ready marketability are invited to place their July funds in this attractive offering.

QUARTERLY DIVIDENDS

Four times every year the postman brings a check to owners of our Preferred Stock; February 1st, May 1st, August 1st, and November 1st.

SAFETY OF PRINCIPAL

Safety is assured by the essential nature of the service rendered by this utility company, which supplies light and power service to 349 Alabama towns and cities.

READY Marketability

Owners of our Cumulative Preferred Stock who have wished to sell, have always found a ready market available.

Price \$97.50 and Accrued Interest
Per Share to Yield 5.13 per cent

WRITE TO INVESTMENT DEPARTMENT

Alabama Power Company
BIRMINGHAM, ALABAMA

FREE
5 Pounds of
SUGAR
with each \$5.00
CASH PURCHASE

IGA

FREE
One Loaf Bread
with each \$1.00
CASH PURCHASE

BIG GRAND OPENING

SATURDAY JUNE 30

"The Coffee County woman, bless her heart, saves the pennies. She is wise—she knows that on her cost the real problem of the family, the problem of proper spending. She spends thoughtfully—carefully. As a result of this, due to no fault of his own, the local Grocer has been at a disadvantage for some time. Despite his convenient location, his extension of credit, and his delivery service, many have found prices in the Chain Stores that the local Grocer has been unable to meet."

There remained only one thing to do, to meet this competition—we have joined a nationwide organization that has over 20,000 members doing their entire buying as one unit. Since becoming members of this organization we can offer prices as low as can be found in this territory. The situation has changed overnight, and the news of this change is the biggest story of the year for Coffee County. This buying alliance allows us to obtain the same advantage in buying that has in the past been the property of other Chain Stores in nearby cities and towns—and the new chain, the local Chain Store, brings prices plus service to your very door steps.

This new organization will be known as the I. G. A. The I. G. A. store will be displayed prominently at our store. ---

Plan to visit our store on Saturday, June 30th and bring your neighbor. We cordially invite every woman in Coffee County to visit the GRAND OPENING.

Special Prizes Will Be Given—Refreshments—Demonstrations, All Day Saturday—We Will Be Looking For YOU.

Dry Goods and Shoes Greatly Reduced DURING THIS SALE

Red Kidney Beans, Stokleys 3-No. 2 cans 29c
Eating Powder, Rumford or Calumet 1 lb can 29c
Pineapple, Surf Rider sliced 2-No2 1-2 cans 54c
I. G. A. Macaroni-Spaghetti-Noodles 4 pkgs for 25c
Certo, for making Jams and Jellies 29c
Bananas, fancy yellow, ripe, per dozen 19c
Baby Ruth Candy, reg 5c size 3 for 10c
Sugar, best granulated, 10 lbs for 69c
Shredded Wheat, regular size package 2 for 23c
Peaches Gold Bar Melba Halves, 2-No 2 1-2 cans 54c
Matches, regular 5c size, 7 for 25c
Tomatoes, Red-Ripe, No. 2 Tins, 3 for 25c

BRING YOUR CHICKENS AND EGGS TO US

HOME STORE RUN BY HOME FOLKS

IGA MEANS INDEPENDENT GROCERS ALLIANCE

W. C. Jones & Sons
NEW BROCKTON, ALABAMA

\$16.00 in your pocket for every extra inch of milk

AN EVEN GREATER
This much milk pays the City board, (roughage, labor, etc.)

A PROFIT
This extra inch is where your profit comes from

E. F. BLOCKER
Elba, Alabama Phone 197

PURINA CHOWS FIGHT HIGH COSTS

STRICTLY CASH

Pay Cash and Pay Less

Beginning next Monday, July 2, I will sell for CASH only — Will not make tickets and will not keep any books at all

WILL SELL MY GROCERIES AT INVOICE PRICE FOR FIRST 10 DAYS OF JULY.

"PAY CASH AND PAY LESS"

O. DOWLING

West Elba Opposite Depot

Jitney-Jungle Always SANITARY

If you please, inspect your Jitney-Jungle Store. See how immaculate it is always kept and in what perfect order all nationally advertised foods are kept—please note that every item is priced in plain figures to everybody—"cleanliness is next to Godliness and virtue is surely thrift," therefore,

"JITNEY-JUNGLE SELLS GROCERIES FOR LESS"

SPECIALS FOR SATURDAY, JUNE 30.

Libbys No. 2 1-2 Fruit for Salad 38c
Libbys No 1 Fruit for Salad 21c
Libbys No 1 Pears 19c
Libbys No 1 Yellow Cling Peaches 14c
Breakfast Bacon, per pound 32c
Cresta - Butter, 1 lb. carton per lb. 44c
Dry Salt Meat, per pound 18c
Picnic Shoulders, per pound 20c
3 Bottles of Certo for Jelly making 86c

— GOOD FLOUR AT A LOW PRICE —

JITNEY-JUNGLE

SAVE A NICKEL ON A QUARTER

LOOK! LOOK! LOOK!

EFFECTIVE JULY 1st, ALL LABOR CHARGES IN OUR SHOP WILL BE REDUCED 50 PER CENT — CUT IN HALF —

Rainer Motor Company